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Radio Round-up on food...

A Service
For Directors of Women's Radio Programs

Rocky Mountain Region
Denver 2, Colorado
October 2, 1943 -- No. 69

IRISH POTATOES, VFS

It might stand for "Irish Potatoes, Very Fine Spuds"...actually, those initials stand for "Victory Food Selection"...and that's what Irish potatoes have been named, for the period from October 21 to November 6. Roy F. Hendrickson, Director of Food Distribution, points out that farmers have done a great job of potato-raising... they've produced the largest potato crop in history. He calls on homemakers, food stores, restaurants, and producers to get together and conduct an intensive campaign on potatoes at that time. This should carry on throughout the fall, of course, and you broadcasters can be of tremendous help, by telling people to buy and store more potatoes than ever. There's lots to say about potatoes...you know a good many things, of course...but we'll round up a few ideas and pass them on to you during the next couple of weeks. One thing...do remember that VFS stands for "Victory Food Selection" not "Special", the term used last year.

EGG PRIORITIES FOR HOSPITALS

Patients in civilian hospitals are protected against any possible local egg shortages by a priority system just established by the War Food Administration. Even though egg production for 1943 is the highest in history...the average is about 346 eggs annually per person... there's always the chance of a temporary scarcity in some areas, due to transportation and distribution difficulties. Priority certificates will be issued by regional offices of FDA, if and when hospitals have exhausted all other means of obtaining eggs. Civilian hospitals only are eligible under this system...military hospitals are taken care of under a different plan.

US Department of Agriculture
Food Distribution Administration

POINT VALUE CHANGES: BLUE STAMP FOODS

If at first glance you thought that the changes in blue stamp values would have us "singing the blues"...look again. You'll note that although there are nine increases against four reductions, the four foods reduced in point values sell in much greater quantity than those on which point values have been raised. Therefore, the consumer can be said to benefit to a greater extent.

THE "DOWNS" AND "UPS" IN POINT VALUES:

The 8th table of point values for processed foods, effective Sunday, October 3, shows the following decreases: canned green or wax beans, down 2 points. Two popular varieties of canned corn, down 3 and 4 points; dried peas or lentils, down from 1 point to no points per pound...in other words, ration-free. The increase in canned or bottled foods are as follows: red sour cherries, up 11 points; apricots, and all cherries except maraschino-type, up 9 points; figs, grapefruit, and plums or prunes, up 8 points; asparagus, up 4 points; mushrooms, up 2 points; bottled grape juice, up 3 points per quart.

REASONS FOR CHANGES:

As you all know, fruit crops are short this year, and military needs are heavy. The decided increases in point value are necessary if we're to have a fair distribution of the canned supply. The upward change in the point value of grape juice reflects the results of the recent order, by which much of our grape supply was diverted into the making of jams, jellies and preserves. We mentioned this recently in Round-Up explaining that the purpose was to provide plentiful spreads for bread.

The two point rises in processed vegetables are confined to items which are not widely used...asparagus and mushrooms. These are considered by the trade semi-luxury foods, and had been selling more rapidly than was justified by the limited supply. Beans and corn, on the other hand, are classed among the "Big Four" in canned vegetables...the other two being tomatoes and peas...and reductions in point value of any of these are important to the consumer.

This year's crop of peas and lentils is the greatest on record, and this fact is indicated by the removal of dried peas and lentils from rationing. The large crop of dried beans makes it possible to continue these at the low value of 2 points a pound. This is the time of year when baked beans, split pea or lentil soup...or any of those delicious, hearty dishes made from these foods seem particularly suitable. You'll want to include them from time to time in the menus you suggest.

BLUE STAMPS X, Y, AND Z

GOOD OCTOBER 1

The last three blue stamps in War Ration Book 2 became effective on October 1 and will continue through November 20. You might remind your listeners that blue stamps U, V, and W are not valid after October 20.

POINT VALUE CHANGES: BROWN STAMP FOODS

The 7th official table of consumer point values for meats, fats, oils and dairy products went into effect on Sunday, October 3, and will continue through October 30, 1943. There are several important changes, both upward and downward, and we believe you broadcasters can make suggestions which will help your listeners to adjust themselves to these changes. First of all, don't forget that now's the time to stop talking about "red stamp foods", since the last of the red stamps expired on October 2. Tell your listeners to destroy any of these which they may have left over. The "brownies" from War Ration Book 3 are the stamps to use for this ration program from now on.

BUTTER:

The big news, for most of us, is that points are up again on butter. Creamery butter has been increased from 12 to 16 points per pound. Farm country butter from 6 to 10 points. Process butter remains unchanged, at 4 points. You'll probably want to mention, if you haven't done so already, that there's always a decline in the amount of butter made at this time of year. Therefore, the increase in point value is a natural result. You might also like to mention again that October 1 was the date on which the Government stopped taking butter, under the set-aside order, so that all the butter produced now goes into civilian channels. The heavy consumption of butter near producing areas has created shortages in some parts of the country of course. While it won't mean any more butter on the tables of the people listening to you, perhaps it will help them to accept these shortages more philosophically if they understand the reasons. We suggest that you give some of those butter-stretching recipes which all of you must have in your files. You might also make suggestions about the value of meat drippings as shortening and flavoring.

BEEF, VEAL, AND LAMB

The standard cuts remain unchanged in point value...which is welcome news, unless you had your mind made up that they were coming down. OPA points out that while the general meat supply picture is expected to improve in October, most of the anticipated increase will be absorbed by heavier Government requirements. If point values were reduced, naturally we'd all buy more meat, and the object is to keep civilian consumption about the same. There is a change in the point value of variety meats, however. Brains and kidneys of all three classifications become point-free and so do beef tails and tongues. There's a reduction of one point each in veal heart and tongue, and of lamb-mutton liver and sweetbreads. Therefore, you can be very helpful by suggesting menus which make use of these popular variety meats.

PORK:

It will come as a surprise to some that 8 of the standard pork cuts are increased 1 or 2 points a pound...steaks, chops, roast, and spareribs. Government requirements for pork are expected to be much heavier than during September. In addition, not as much pork was produced during the early part of September as had been anticipated. There is a welcome change in the case of pork variety meats, however, brains, chitterlings, ears, kidneys, tails and snouts all become point-free. Some of these go mainly to industrial users anyway, but those which are available to consumers become more attractive than ever.

READY-TO-EAT MEATS:
(ALSO MEATS IN TIN OR GLASS)

The following meats become a real point value now, as they're removed from rationing entirely: ready-to-eat pig's feet, (bone in), brains and pig's feet in tin or glass containers. Canned lamb, pork and veal tongue has been reduced 2 points in value, though beef tongue has gone up 1 point. The woman who has a job outside her home will appreciate the reductions on the ready-to-eat and canned meats.

CHEESE:

The one point increase in cheeses under Groups 2 and 3 is also an indication of a seasonal reduction in the amount produced, just as in the case of butter. Group 2 cheeses, cream cheese, Neufchatel, creamed cottage cheese (containing more than 5 percent butterfat) and cream spread...are now valued at 3 points a pound. Group 3 cheeses, such as Swiss, Bleu, Camembert and Munster...have gone up to 6 points a pound. This means that you should stress the fact that cheese is an important food and should be considered as more than an accessory to a meal.

She's probably heard this before, but we don't think it can be said too often to the American homemaker, that food rationing is a challenge to her ingenuity as well as to her patriotism. Also, she shouldn't lose sight of the fact that it's her assurance of a fair share of our food supply.

FDO 82 --
WALNUTS

This new FDO, effective October 2, has been issued by the WFA in an effort to help fill the heavy demands for walnut meats. They're widely used in candy making, you know, and in the baking and soda fountain supply industries. It's been found that candies containing nuts sell in large quantities to service men at post exchanges, and there is also a strong civilian demand for shelled walnuts.

Under the provisions of the order, one sixth of the unshelled walnuts which meet certain grades of quality and size, offered for shipment from Washington, Oregon, and California, are to be set aside for shelling. These standards are the ones set up for what are termed "merchantable" walnuts. Ordinarily, low quality nuts are shelled commercially, and the defective meats sorted out as they are prepared for market. Because of the present requirements, however, there would be a tendency to ship some of these low grade walnuts in unshelled form, if there were some such provision.

This country ordinarily uses about 21 million pounds of walnut meats. Last year 9 million pounds were carried over from the preceding season, but these have been used up. Although the walnut form is slightly larger this year than last, the total supply of meats is expected to be about one fourth less than in 1942. This is due to three factors...the lack of the carryover, the shortage of imported nuts, and the heavy wartime demand.

THE COUNTY WAR BOARD...
WHAT AND WHY

Here's the third in an informational series designed to answer any questions you may receive (or which you may have been asking yourself), on various county agricultural activities. We started with the work of the County Agent, continued with an outline of the work of the Home Demonstration Agent, and are rounding out the picture with information about the County War Board.

Q. Just what is the County War Board?

A. Its full name is the County United States Department of Agriculture War Board, which, of course, makes plain the general nature of its activities. The farmer elected annually by farmers of the county as chairman of the County AAA Committee is ex-officio chairman of the War Board. The War Board membership comprises the County Agent, and representatives of federal farm agencies which have officers in the county...FDA, Farm Security, Farm Credit, and others.

Q. What are the functions of the County War Board?

A. It coordinates the work of the various Department of Agriculture agencies in each county, so that they can be of maximum help to farmers. The purpose is to assist farmers to use their production facilities to the best advantage to meet their production goals. For instance, the War Board handles the farm-to-farm canvas, which is made early every year, before spring planting. This consists of a personal call on each farmer, to give him a picture of what is needed in all types of food-stuffs, as well as to figure in a general way what the county should produce. Together the farmer and the representative of the County War Board work out what that farm can best contribute to war needs for food and fiber. In this way, the farmer gets a good idea of what the nation needs, what farmers all over the county are doing, and what he can do to help the state and nation farm production goals. This is what's really behind our huge farm production...that doesn't just happen, you know.

Q. Does the County War Board have anything to do with rationing?

A. Yes, in that the county Farm Transportation Committee (Chairman of which is also the War Board Chairman) makes recommendations to the War Price and Rationing Boards as to the individual farmers' needs for gasoline and tires. This committee includes two or three farmers and a trucker, or a dealer in supplies...people who are familiar with the farms of the county, their size, and requirements. This committee is often instrumental in organizing transportation pools, which have helped greatly in conserving gasoline and rubber. The recommendations of the Farm Transportation Committee are also helpful to the ODT in issuing the certificate of war necessity which every farmer is required to have to govern the use of his trucks, and, of course, the War Board handles through the county Farm Rationing Committee the job of farm machinery rationing.

Q. The activities of the County War Board seem rather varied...do they cover anything else?

A. Yes, the members of the County War Boards are, in general, the local administrators of War Food Production programs. Price supporting measures come under their jurisdiction...the new dairy subsidy program is an example of one which will be handled by the War Boards. War crop loans go through the War Boards too...those are made, as you may know, to encourage farmers to grow crops particularly important in wartime...soybeans, flax, peanuts, and some others. Government feed programs are also under the supervision of County War Boards...as are many other war programs directly affecting farm production.

We hope this series of questions and answers will be of interest and value to you, either in answering questions from listeners, or as background information.

WFA REVOKES FDO 26

The WFA announced revocation of FDO 26, effective September 30. The order has required all livestock dealers (except farmers) to obtain permits to buy and sell livestock and to keep records of operations.

The order, in effect since April 1, was needed to supplement the quota system regulating the deliveries of meat to civilians. Since the quota system has been suspended, it is no longer considered necessary to have the dealer permit order in effect.

MILK SALES UNDER FEDERAL CONTROL

Monday, October 4, federal control over fluid milk sales goes into effect in certain eastern and midwestern areas. The purpose of this program, as we've told you in recent issues of Round-Up, is to make enough milk available for the manufacture of butter, cheese, and other dairy products required by civilians. The idea of putting this control into effect at the dealer level is, of course, to avoid consumer point rationing of milk. Briefly, here's the way in which it will be handled: milk dealers in these areas will be allowed to sell as much fluid milk each month as they sold in June of this year...that was the month of highest production. Cream sales will be limited to 75 percent of the quantity sold in June...and the same percentage will be allowed for sales of milk by-products such as cottage cheese, chocolate milk, and buttermilk.

The first cities to be placed under this new control plan are Baltimore, Washington, Roanoke, Richmond, and the Norfolk-Portsmouth-Newport News area in Virginia; Cincinnati, Toledo, Dayton, Canton, and Cleveland in Ohio; Chicago; the Omaha, Nebr., and Council Bluffs, Iowa area, and St. Louis. It is expected that similar control will be extended to all other cities of at least 100,000 population by November 1 and later to smaller centers of population.

RATIONING DATES

FOR WEEK OF OCTOBER 4 TO OCTOBER 10

SUGAR.....Stamp 14 in War Ration Book 1 remains valid for five pounds through November 1. Stamps 15 and 16 remain valid for five pounds each for home canning through October 31.

PROCESSED FOODS...Blue Stamps U, V, and W in War Ration Book 2 remain valid through October 20. Blue Stamps X, Y, and Z, which became valid October 1, remain good through November 20.

MEATS, FATS, OILS..Brown Stamps C and D in War Ration Book 3, now valid, and Brown Stamp E, which becomes valid October 10, all expire October 30.

SHOES.....Stamp 18 in War Ration Book 1, good for one pair, will NOT expire October 31. Its valid period has been extended indefinitely. Stamp 1 on the "Airplane Sheet" in Book 3 will become valid November 1.

TIRE INSPECTIONS..For "B" ration holders, must be completed by October 31.

GASOLINE.....No. 8 "A" coupons are now valid for 4 gallons in the Pacific and Mt. states and for 3 gallons in the Southwest and Midwest states.

BOOK FOUR.....Registration at places and on dates to be announced by local War Price and Rationing Boards must be completed by Oct. 31. Green stamps in Book 4 will be put into use early in November in the Processed Foods rationing program.



Radio Round-up

on food...

A Service
For Directors of Women's Radio Programs

Rocky Mountain Region
Denver 2, Colorado
October 9, 1943

DENVER OFFICE OF FDA CONSOLIDATED

Effective immediately, the territory formerly covered by the Rocky Mountain Region is being reassigned to the Pacific Region with headquarters at San Francisco and to the Southwest Region with headquarters at Dallas, Texas. The consolidation is to be effectuated by December 1.

Colorado and New Mexico will be in the Dallas Region. Other states in this region consist of Texas, Oklahoma, Louisiana, Arkansas and Kansas.

Idaho, Montana, Utah, and Wyoming will be in the San Francisco region along with California, Arizona, Nevada, Oregon, Washington and the Territory of Hawaii.

Radio Round-up will be sent to radio stations from the new regional offices starting about December 1.

The realignment of the region has a two fold purpose, Roy F. Hendrickson, director of Food Distribution, said: "Not only will material savings in costs be effected but experience's of the past year indicate that program operations will be facilitated."

AMENDMENT TO FDO 18.3 (TEA)

A recent amendment to FDO 18.3 will bring an increase in the amount of tea for civilians. Quotas for tea packers and wholesale receivers have been increased one-fourth for the current quarter. Also, tea may now be packed in the popular 1/2 pound size as well as in the 1/4 pound and 1 3/8 ounce sizes previously permitted.

US Department of Agriculture
Food Distribution Administration

HOW FOOD IS FIGHTING
IN ITALY

A story from OWI for release Monday morning, October 11, tells interesting details of the early days of the Italian invasion. It's reported that American soldiers ate just as well at that time as they did in their training days back home...which is certainly one of those miracles of modern warfare we're always hearing about. This was due to the thorough advance preparations which were made on the assumption that neither food nor water would be available to our men when they landed in Sicily. Incidentally, these plans included the food which would be needed to feed the liberated civilians as well as American soldiers...a far different policy from that followed by Nazi invaders.

Three thousand ships took part in the first crossing from North Africa to Sicily and a great many of them were filled with food which had been waiting in warehouses along the North African coast just for this invasion...and with the vitally necessary drinking water. This was food right from America...grown on our own farms...canned and dehydrated in American processing plants...delivered by American merchantmen. Why not remind your listeners that this is where some of the food turns up which they can't find in their groceries. When somebody in the family wisecracks..."Well, what aren't we having for dinner tonight?"...you might tell this person that whatever it is, it may be feeding an American boy in Italy...or on another of the world-wide fighting fronts. Perhaps it's forming part of the "K" ration, used primarily by flyers, paratroops and tank fighters, which lacks bulk but is satisfactory for short periods of time. Or maybe it's appearing in the "C" ration, which furnished bulk as well as adequate nutrition, and is designed for the early stages of invasion. Then there's the "B" ration, which contains a number of dehydrated products...this ration comes into use when the military situation is under better control..."well in hand", as the Marines say. All these rations were in use in the Italian invasion. To make sure that there's always enough for such movements...plus a reserve to cover ship sinkings and other losses...the army keeps on hand approximately a 273 day supply of food for each soldier overseas. Part of this will be in storage, of course and part in transit. This food for fighting men amounts to less than 14 percent of the total food produced in this country in 1943 however...a figure to remember when somebody begins telling you that "All the food is going to the army".

Many people complain that we're pampering the people of the countries which we invade...catering to their preferences in food and all that. Well, when you get right down to it, giving people the kind of food they like and are accustomed to eating is better insurance against waste than it would be to disregard their preferences. The Office of Foreign Relief and Rehabilitation Operations has been making food habit studies of various nations for several months. The diet we're furnishing liberated Italians is based on these studies and it will include enough spaghetti and macaroni for subsistence, dried soups, cereals, soya products, some canned meats, lard and supplies of squid, a fish extremely popular with Italians. They're not heavy meat eaters, so very little of our meat supply will go to the people of this country. Incidentally, WFA estimates that only a very small percentage of the lend-lease food will go to feed civilians of Italy and Sicily this year. As you probably know, lend-lease takes approximately 10 percent of our 1943 food supply.

Before the war, Italy was practically self-sufficient with regard to food. OPRRO's plan of rehabilitation will make them so again as rapidly as possible. This will include the provision of seed, fertilizer, tools, fuels and lubricants. Even the replacement of oxen and horses when possible. It is hoped that all the allies will benefit from this program...that Italy eventually will be able to feed not only its own people, but help feed the allied armed forces, export some food to Great Britain and to other liberated areas.

Perhaps you'd like to present some of these food facts to your listeners...We think they help a lot to show why we must regard food as a weapon of war.

MORE ABOUT POTATOES..... THE VICTORY FOOD SELECTION

As we told you last week, Irish potatoes are the Victory Food Selection for the two weeks from October 21 to November 6. You'll want to feature them often in your broadcasts immediately preceding and during that period...and don't stop the good work at the end of the two weeks. The fall potato crop alone is estimated at 360 million bushels...that's 73 million bushels over last year's fall crop...almost as large as the entire 1942 harvest, in fact.

There'll be plenty of potatoes to meet military needs and leave more than usual for civilians.

STORAGE IS A PROBLEM

Storage is the immediate problem, as it's important to get the potatoes under cover before really cold weather comes. Commercial storage is crowded and for this reason restaurants, processors, handlers of all kinds and homemakers who have a suitable place for storage, are urged to buy and store as many as they can for later use. In the September 11 Round-up we gave information about home storage of potatoes, you'll remember. Don't suggest this without presenting some facts about the way to do it...we don't want anybody to waste food by storing it improperly.

POTATOES AND VITAMIN C

You know a good deal about the nutritive value of potatoes, we're sure, and we've talked about that in fairly recent issues of Round-up. There's one point, however, which you might like to stress, since it concerns the very important Vitamin C, the anti-scurvy vitamin. The percentage of this vitamin in potatoes is not large, yet, because they're usually eaten regularly and in fairly good quantity, they may contribute a good share of your daily Vitamin C requirements. This, as you know, is a vitamin which cannot be stored in large amounts by the body...a regular daily supply is necessary. Suggestions about interesting ways to cook and serve potatoes might well form a feature of your programs during the two week period of the VFS. We'll try to give you some in Round-up during the next few weeks.

CASTOR OIL IN THE WARTIME PICTURE

Castor oil, like many other products, has gone through a number of wartime changes. When you were a kid, you probably never thought of castor oil except as "That awful stuff" your mother made you take. You probably never knew that castor oil had industrial uses. Now, however, it is more important than ever and is widely used in protective coatings for airplanes, food containers, guns, ships and other materials of war.

Because of the wartime importance of castor oil and with supplies limited, last spring the War Food Administration restricted it to military and only the most essential civilian use. Recently, however, inventories have risen from an all time low to a satisfactory level. Due to this, the War Food Administration has announced the relaxation of restrictions on the use and delivery of castor oil during the next three months. This means it can be used in the production of such civilian goods as raincoats, shoes, paints, varnishes, and printing inks.

HALT THOSE CLEANSER COLLECTORS

Maybe that's the way they think of themselves but they're just soap hoarders to us. A good many people regard that stock of soap in the cellar as just "a reserve supply". Probably they'd be surprised if somebody told them that heavy commercial stocks of soap were carried over from 1942, and if it hadn't been for hoarding by consumers probably there would have been enough soap to meet average needs.

The same unfounded rumors which actually create shortages of certain items every once in a while are to blame for the shortage of soap on many a dealer's shelves these days.

HOW MUCH SOAP IS 22 POUNDS?

You'll remember that an item appeared in Round-up a couple of weeks ago regarding the new program announced by WFA...under this a 28 percent increase in soap production for civilians is expected, which means 22 pounds per person instead of the present 17 pounds. Additional fats and oils being made available to manufacturers brings this about. Since then we've done a bit of figuring and we think perhaps you'd like to know what that 22 pounds per person equals. In items of soap chips or flakes, it's 16 large packages...most large packages weigh 22 ounces. In the form of laundry soap, it means a bit more than 35 bars...those average 10 ounces each. When it comes to toilet soap, that 22 pounds becomes approximately 94 cakes...on an average, those weigh 3 3/4 ounces and remember this, that total of 22 pounds is the anticipated average for each member of the family....sounds as though we'll be able to keep clean, doesn't it? How the soap supplies will be divided up depends on each individual family...its personal preferences...whether the washing is done at home, and all that.

TELL THEM THE FACTS

Perhaps you can discourage some of the soap-hoarders if you tell them these facts. Point out that it's up to all of us to keep the soap situation under control...not to repeat the rumors that start people on a career of over-buying...and to make careful use of the soap we do buy.

A PIECE OF PIE..... AND MAKE IT CARROT

Don't be surprised to find carrot pie on restaurant menus almost any time now...it's likely to become a frequent entry if it proves as popular with civilians as it has been with soldiers. The Quartermaster's school for cooks and mess sergeants at Camp Lee, Virginia, has originated a recipe for this new dessert and FDA's restaurant division is making this recipe available to restaurants. No doubt many people will want to try it, not only because it's new but because it's something that the men of our armed forces are eating.

Incidentally, carrot pie will serve the important purpose of using up some of the dehydrated carrots which have been released to civilians. Before you start telling your listeners to go to the grocery and buy some of the dehydrated carrots, let us explain that these and dehydrated sweet potatoes are available only to restaurants, hotels and hospitals...there aren't enough for general retail sale.

Do you remember Food Distribution Order #30 which reserved dehydrated vegetables for war needs? Well, the production of carrots and sweet potatoes exceeded war needs and an amendment was issued to permit their sale to civilians. They should be of considerable help to large users not only in adding to their rations of processed vegetables but in saving labor in kitchen preparation, and in simplifying storage and transportation problems. They're suitable for use in many recipes calling for cooked carrots or sweet potatoes. So...here's hoping we'll soon have a chance to top off dinner in our favorite restaurant with a serving of that new wartime dessert... carrot pie.

LATE NEWS ABOUT WAR RATION BOOK FOUR

As we told you in Round-up on September 25, War Ration Book Four is just around the corner. Be sure your listeners understand that they'll have to go to the schools to get it...none will be mailed out. The actual period of distribution has been announced by OPA as from Monday, October 18, through Saturday, October 30. The exact dates and locations will be announced locally for each community, of course. Here are some of the details which everybody should know:

WHO GETS WAR RATION BOOK FOUR?

One adult member of each family, residing at the same address, must go personally to the place of registration, and may get the new books for the whole family. Individuals residing alone or in boarding houses must also apply in person. Members of the armed services who eat at home will make application just the same as civilians. War Ration Book Three must be presented for each person for whom the new book is requested...This will serve as identification and will show that the names have been entered on the master files. Book Three should not be presented for any person in the armed services, or for anyone else not entitled to Book Four. A simple application must be filled out by applicants giving the full name, address and sex of all persons in the family.

NO CONSUMER DECLARATION REQUIRED

OPA announces that there will be no declaration by consumers of stocks of commercial or home canned foods on hand. You will recall that when War Ration Book Two was distributed, those who had excess stocks of canned goods on hand had stamps which could be removed. This was noted on the cover of Book Two, and it was planned to take the remainder of the points owed from future books. It has now been decided, however, to remove no stamps from Book Four for any purpose. After long discussion and debate, OPA has decided that the great increase in work which this would require of the volunteer registrars would be out of proportion to the net gain to the population. OPA figures indicate that the excess stocks held by consumers, after the deductions had been made from War Ration Book Two, amounted to less than 1/7 of a can per person.

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Be sure your listeners understand that the green stamps in the new book become valid on November 1. They will be used for the purchase of processed foods, and will take the place of the present blue stamps. The last group of these, X, Y, and Z expires on November 20, so there will be a period, from November 1 to 20, during which both the old blue and new green stamps can be used. We'll give you more information about the green stamps next week...You probably won't want to take a chance on confusing your listeners by telling them all the details as early as this.

Sugar stamp No. 29 becomes valid November 1, and remains in effect until January 15, 1944. It is good for 5 pounds of sugar.

THOSE RED AND BLUE TOKENS:

You'll doubtless receive some inquiries about the red and blue tokens which are to be used as change for the red and blue stamps. Since these will not go into use until after the first of the year, when the red and blue stamps take the place of the brown and green respectively, you probably will want to wait a while before making detailed explanations. The present plan is to assign a value of ten points each to the red and blue stamps, OPA states, but more information will be available soon regarding this, and about the tokens, and we'll pass it on to you.

RATIONING DATES

FOR WEEK OF OCTOBER 11 TO OCTOBER 17

SUGAR.....Stamp No. 14 in War Ration Book One, valid for five pounds, expires November 1. Stamps No. 15 and No. 16, valid for five pounds each for home canning, expire October 31.

PROCESSED FOODS.....Blue Stamps U, V and W in War Ration Book Two expire October 20. Blue Stamps X, Y and Z, now valid, remain good through November 20.

MEATS, FATS, OILS....Brown Stamps C, D and E in War Ration Book Three, now valid, and Brown Stamp F, which becomes valid October 17, all expire October 30.

SHOES.....Stamp No. 18 in War Ration Book One, good for one pair, will NOT expire October 31. Its valid period has been extended indefinitely. Stamp No. 1 on the "Airplane Sheet" in War Ration Book Three will become valid for one pair November 1.

TIRE INSPECTIONS.....For "B" ration holders must be completed by October 31.

GASOLINE.....No. 8 "A" coupons are now valid for four gallons each in the Pacific and Mountain states, and for three gallons each in the Southwest and Midwest states. "B" and "C" coupons are now good for four gallons each in the Pacific and Mountain states, and for two gallons each in the Southwest and Midwest states.

BOOK FOUR.....Registrations at places and on dates to be announced by local War Price and Rationing boards must be completed by October 31.



Radio Round-up

on food...

A Service
For Directors of Women's Radio Programs

Rocky Mountain Region
Denver 2, Colorado
October 16, 1943--No. 71

WHO SAYS WE'RE SENDING ALL THE FOOD ABROAD?

If people are asking you every once in a while...occasionally, perhaps twice in a while, what you think about all the food we're sending out of the country in those lend-lease shipments...here are some recent figures which will interest you.

Lend-lease food exports during the first eight months of this year, on an over-all basis, expressed in terms of dollar value, amount to about nine percent of our total food supply. 1942 exports were approximately six percent of the available supply. Here are the figures of some of the most important foods:

Milk products...less than 3 percent butter...1 percent cheese, 11 percent beef and veal, 1 percent lamb and mutton, 12 percent pork, 15 percent canned fruits and vegetables, 1 percent dried fruits, 21 percent dried beans and peas, 11 percent.

Putting it on a more personal basis, here's what the lend-lease shipments of butter and meat meant to each of us civilians in this country. In relation to our own personal three meals a day, the butter we shipped to our allies would have amounted to only one-tenth of an ounce weekly apiece...the beef and veal, three-tenths of an ounce...pork the relatively high quantity of five ounces per week per civilian. Perhaps if you pass this information along to your listeners, it will keep some of them from feeling too sorry for themselves.

FOOTNOTE TO THE FOREGOING

We've just received some news about the way lend-lease operates in reverse. The U. S. Army is getting approximately 700 million pounds of meat per year, carcass weight, from Australia and New Zealand. In the words of the FDA official who gave us this information, "That's a heck of a lot of meat."

US Department of Agriculture
Food Distribution Administration

NEXT THURSDAY IS POTATO DAY

Now's the time to start talking potatoes in earnest...Next Thursday, October 21, is the opening day of the promotion of potatoes as the Victory Food Selection, you know. Beginning then and continuing through Saturday, November 6, we hope you'll make use of all the information you have, or can acquire, on potatoes. We've covered the size of the crop, the value of potatoes in the diet, and storage problems, in recent issues of Round-up.

Here's some news, though, from the Agricultural Research Administration laboratories about potato cooking tests they've been making. It's been found that boiling them in the skin saves the most Vitamin C and thiamine...You'll probably want to tell your listeners this. It would be well to stress the fact that boiling potatoes is the first step in many other methods of preparation and serving..

CHANGE YOUR STYLE ONCE IN A WHILE

Without any intention of being poetic, we make this suggestion for you to pass along to the homemakers in your audience. There's really no excuse for boring the family with potatoes fixed the same old way when there are literally dozens of styles of cooking and serving them. We counted the potato recipes in one of the well known cook books and found that there were 53. And a leaflet somebody told us about recently lists 99. Believe it or not. The cook book library that most of you broadcasters have will give you many good ideas. Be sure to keep wartime shortages in mind when you're choosing them, of course.

If you're counting the calories, remember it's usually the food you add to potatoes which runs up the calories. While they're a starchy food, it's true, potatoes run only 385 calories to the pound. Compare this with white bread, for example, which contains 1185 calories per pound. Take a medium sized potato, about five ounces in weight, say, containing about 100 calories. Well, the cubic inch square of butter many people used on it in pre-war days has just as many calories. Two small slices of bacon have the same value...so have 3 small pieces of candy. It's really only fair to potatoes to consider them in relation to other foods if you are "calory conscious."

THE BAKERS ARE BACK AGAIN

The Idaho branch of the Irish potato family, we mean. The folks who swear by the delicious, mealy, baked potato will welcome them with delight. In lieu of the big chunk of butter we used to tuck into the top of those man-sized potatoes, you might suggest serving them with meat drippings, or a good brown gravy, or a milk sauce tinted a rich, golden yellow...vegetable coloring will do the job.

We know we can rely on your radio women to make potatoes sound so mouthwatering that people will purchase by the peck.

JUST OFF THE PRESS

The recipe booklet on cooking with soya flour and grits which we told you about in the September 25 issue of Radio Round-up is out. According to this bulletin, compiled by the Bureau of Human Nutrition and Home Economics, soya products seem to be working overtime these days. Large quantities of soya flour and soya grits are being produced, and although some of these will go for special war requirements, much of the supply will be used at home. Soya products are especially important because of their protein content. The quality of soya protein almost equals that in meat, eggs, milk and cheese, and you'll find that soya products are good helpers when supplies of the other protein foods run short. In many recipes, soya can take the place of 20 to 25 percent of the meat. This new bulletin suggests a recipe for chile con carne with soya which should taste good on one of these cold fall evenings. There's also a recipe for soya meat loaf, and one for soya meat balls. If you're interested in making fish oreggs go farther, you'll find recipes for soya codfish cakes and soya omelet.

Besides their valuable protein, soya products contribute three B vitamins -- thiamine, niacin, and riboflavin. In addition to this, they boast of some iron, calcium, and phosphorus.

Soya grits and soya flour are put up in one pound packages, and in large or economy packages. In case you're wondering what "full fat" or "low fat" means on the label of soya flour cartons, the pamphlet explains it. Full fat means that after the hull is removed, the bean is processed with all the oil in it. Low fat is made from the processed bean after all or nearly all of the oil is taken out.

Whether you buy soya flour or grits, the pamphlet urges you to follow directions. Although it may seem that the recipes call for too much liquid, remember that soya flour and grits are very "thirsty" foods. Be generous with seasonings in foods with soya added. Because the flavor of meat or whatever food you're mixing is made milder. You can count on foods containing soya browning very quickly. The Bureau of Human Nutrition and Home Economics warns us not to expect soya flour to take the place of wheat flour in thickening a sauce or gravy, or to use it as the only flour in bread making. It hasn't the necessary gluten or starch for these tasks.

You'll probably be interested in the recipes and useful information about how this wonder food can help wartime homemakers solve some of their food problems. If you would like a copy of "Cooking with Soya Flour and Grits" we'll be glad to send you one.

PROGRAM NOTES

COOPERATION OF THE 4-F CAMPAIGN

Good news came from Chicago the other day, to the effect that regional officers of FDA, OPA and OCD, with the approval of OWI, got together and set up a plan for cooperation in the Food Fights for Freedom campaign during November. The joint regional committee they've formed will eliminate confusion and cut a lot of red tape. Each community is being urged to form a local citizens' food information committee...so don't be surprised if somebody invites you to be on this committee. Radio women seem to us to be logical candidates.

TURKEYS STILL GOING TO WAR

If people are asking you when you think they'll be able to buy a turkey, now that the days are getting cooler and they're beginning to think about holiday dinners... tell them that the army is still the only customer. The turkey embargo order, which was put into effect so that the armed forces could be sure of enough turkeys for the holiday season, will not be lifted until these needs have been met. The quantity now expected to be necessary for shipment to battle fronts is about 12 million pounds... Of this, the army to date, has obtained only about 3/4. Furthermore, the Office of the Quartermaster General has asked for assurance that commitments for from 20 to 24 million pounds of turkey for servicemen in this country will be met in plenty of time to supply the holiday needs. Until then, it will be a case of C.H.B.... Civilians Hold Back.

BLUE INTO GREEN

That's the color change which will take place on November 1, with regard to the ration stamps for processed foods. Those who've spent all their blue stamps will start then using the green stamps from War Ration Book Four. The last set of blue stamps, X, and Z are valid until November 20, remember, so that there'll be 20 days during which both blue and green stamps will be usable.

The new green stamps are just the same as the old blue stamps, as regards letters, numbers and values. The only difference is in size... they're approximately one half the size of the stamps now in use. A, B, and C are the first to become valid, of course, and they'll be good until December 20. Tell your listeners there's absolutely no change in the method of shopping... The green stamps will be handled the same as the blues.

As you probably remember, there are blue stamps in War Ration Book Four... be sure everybody understands these are not to be used until later, however. Leave them alone until OPA gives the green light!

SAFE STORAGE FOR THOSE HOME-CANNED FOODS

We suggest that you warn your listeners against storing home-canned food just anywhere, without regard to the temperature of the storage space. This is a real problem in many modern steam heated houses, or in small apartments, and so we asked the Bureau of Human Nutrition and Home Economics for a few suggestions.

They say that the storage locker in the basement of the apartment is a good place for home-canned foods, provided no furnace flues or hot water pipes run nearby. The garage would be satisfactory for storage if it's cool, but not freezing cold. One precaution against extreme cold is to wrap the jars in several thicknesses of paper, or to store them in the cardboard carton in which the jars were purchased. These, incidentally, are good blackout measures... jars of food should not be left where the light will shine on them steadily... This tends to make the food fade and lose vitamin value.

Don't keep the home-canned food on that high shelf in the kitchen cupboard, the Bureau warns. Hot air rises you know, and up there near the ceiling, it's likely to be practically the perfect incubation temperature for bacteria. Even in properly processed canned foods, there may be some bacteria left inside the jar, and you certainly don't want to keep them warm and cozy so that they'll grow.

- 5 -

Those of you who see the New Yorker probably got a laugh out of the cover a couple of weeks or so ago, showing the lady tucking jars of tomatoes among the hats on the shelves of her clothes closet. That's not far from what some people have been doing, we're sure...and if it happens to be a nice cool closet, we'd say to leave the tomatoes there and park the bonnets somewhere else.

TAKING CARE OF YOUR PRESSURE CANNER

Here's information from the Bureau of Human Nutrition and Home Economics about storing the pressure canner, after it's finished the big summer job of canning Victory Garden vegetables and fruits...though many homemakers are probably keeping it busy a bit longer, canning meat or poultry.

"Before storing the canner, clean and dry it thoroughly. Leave no food or salt deposits on canner as they will pit aluminum, may impair glaze on porcelain enamel and may cause tinned steel to rust. Smear threads of screw locks with a thin film of vaseline or any salt-free oil, to prevent rust. Crumple newspapers inside kettle to absorb moisture and odors. Wrap cover in a paper to keep dust out of gauge and valve openings and to protect cover edges. Invert cover on kettle. Never store the canner with cover on right side up."

This will insure your finding it in good condition when the 1944 canning season rolls around.

Incidentally, there's a new folder "Take Care of Pressure Canners", AWI-65, recently issued by the Bureau, (The above is quoted from this folder), which contains much helpful information about the use and care of canners, together with some grand pictures. If you want a copy, write the Regional Office of FDA from which you receive this copy of Radio Round-up.

BEEF TONGUE STILL RATIONED AT RETAIL

In the October 2nd issue of Radio Round-up we gave you the information that beef tongue, among other variety meats, had been removed from the rationing list. We have just learned from OPA that this was incorrectly listed as one of the 18 meat items now point-free to consumers. Beef "long cut" tongue (which is tongue with the gullet attached) not sold at retail has been removed from rationing. "Short cut" tongue, with the gullet removed, the form in which it's usually sold at retail, still remains listed at 6 points a pound. OPA issued a statement a day or two ago intended to clear up this misunderstanding, but we're sending you the correction also, in case you missed seeing the OPA release.

RATIONING DATES

FOR WEEK OF OCTOBER 18 TO OCTOBER 24

- BOOK FOUR.....Registration for War Ration Book Four will take place between October 20 and 23 in Colorado and between October 27 and 29 in New Mexico, Wyoming, Montana, Utah and Idaho, in most instances at schoolhouses. Exact dates and places of registration will be announced locally. Applicants must show a copy of War Ration Book Three for every copy of Book Four for which application is made.
- GASOLINE.....No. 8 "A" coupons are now valid for three gallons each in the Mountain, Pacific, Southwest and Midwest states. "B" and "C" coupons are now good for three gallons each in the Pacific and Mountain states and for two gallons each in the Southwest and Midwest states.
- PROCESSED FOODS.....Blue Stamps U, V, and W in War Ration Book Two expire October 20. Blue Stamps X, Y and Z, in Book Two remain good through November 1. Green Stamps A, B and C in War Ration Book Four will become valid for Processed Foods November 1 and will remain good through December 20.
- MEATS, FATS, OILS....Brown Stamps C, D, E, and F, now valid, all expire October 30. Brown Stamp G will become valid October 24 and will remain good until December 4.
- SUGAR.....Stamp No. 14 in War Ration Book One, valid for five pounds, expires November 1. Stamps No. 15 and No. 16, valid for five pounds each for home canning, expire October 31.
- SHOES.....Stamp No. 18 in War Ration Book One, good for one pair, will NOT expire October 31, but will remain valid until further notice. Stamp No. 1 on the "Airplane Sheet" in War Ration Book Three will become valid for one pair November 1.
- TIRE INSPECTIONS.....For "B" ration holders must be completed by October 31.

Reserve
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73R115

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NOV - 1943



Radio Round-up on food...

A Service
For Directors of Women's Radio Programs

Rocky Mountain Region
Denver, 2, Colorado
October 23, 1943--No. 72

TIME TO TURN ON THE HEAT

You know, of course, that stoves are rationed, and have been since August 24. Do you know why? It's because only about 40 percent of the usual number will be made this year. Over 8 1/2 million stoves were made in 1942, as compared with 3 1/2 million scheduled for 1943. This is because of the heavy war demands for metal, as you realize, and the necessity of using for civilian production only as much as is necessary for urgent needs. The shortage of some fuels in certain sections of the country is another factor which has to be considered in the stove rationing program. The object, naturally, is to distribute the stoves which are made as fairly as possible to the homes where they are most needed.

Practically all domestic cooking and heating stoves are included in the program, which covers the entire United States. It may be that you'll receive some inquiries about this matter, and we feel that it may be helpful to you to have a list of the stoves that are rationed.

1. Coal and wood heating stoves and laundry stoves, (except laundry stoves with built-in water jackets or coils, gas hot plates or laundry stoves).
2. Coal and wood ranges and cooking stoves.
3. Gas heating stoves and heaters.
4. Gas ranges, gas cooking stoves.
5. Oil and kerosene heating stoves and heaters.
6. Oil, kerosene and gasoline ranges and cooking stoves.
7. Conversion range oil burners. (They are rationed, but are not being manufactured, and their sale is not limited by board quotas).

US Department of Agriculture

RM-160

Food Distribution Administration

(MORE)

Each local War Price and Rationing Board is provided with a monthly ration quota of stoves, so that all sections of the country may share fairly in the total supply, according to need.

Any person who needs a stove may apply to his local rationing board. He will file an application for a stove purchase certificate, and if the board finds him eligible....and if its quota has not been exhausted...the certificate will be issued. Each certificate is good for one stove, and may be used only for the type specified.

HOW MUCH BUTTER FOR CIVILIANS?

Here's more information about butter, to help you answer questions. Last June, the month of highest production, the total butter supply was 202 million pounds. 96 million pounds of this were set aside for government use, leaving 106 million pounds to civilians. November butter production is expected to be 110 million pounds. Since one is being taken by the government, however, the total production will go to civilians...giving them 4 million pounds more than in June.

That's the way it will continue for the next five months...Civilians will get all the butter that's made. While the total amount produced will be lower, civilians actually will be getting more during the winter and early spring than they have since last February, when the butter set-aside order went into effect.

How Much Milk in One Pound of Butter?

Did you know that it takes 100 pounds of milk to make 5 pounds of butter? In the event you don't think of milk in pound-weight, here's an easier set of figures for you...9 to 10 quarts of milk are required to make a single pound of butter. The relationship between milk and butter makes it easy to understand why both of them become such important commodities in wartime.

FDO NO. 85 - GRAPEFRUIT

Early shipments of white fleshed grapefruit from the lower Rio Grande Valley region of Texas have been limited to 20 percent of the total 1942-43 season's shipments, according to the provisions of this order. The limitation is effective from October 15, 1943, to January 1, 1944, and is designed to prevent too much grapefruit from going into the fresh market before processors begin operations. Because of the present heavy demand for fresh fruit, it was felt that a larger-than-usual amount of grapefruit might be marketed during the early part of the season, and there would not be enough fruit left to meet requirements for grapefruit juice and other grapefruit products.

Processing operations do not begin during the first few weeks of the season, and these limitations will help save supplies of the fruit until the canning does start. Then, there's another effect...more grapefruit will be allowed to remain on the trees until they become fully mature. The main purpose of the order is to assure processors enough grapefruit to meet military and civilian requirements...thus providing the preserved fruit for use after the fresh crop is gone.

This FDO also contains provisions for setting aside any quantity of the grapefruit which may be necessary to meet essential requirements for processing. The set-aside order may not be placed in effect, however, until the early part of December, when the Texas canning season gets under way.

BRINGING IN THE APPLES

To enable apple growers in the Pacific Northwest to obtain comparable returns on shipments by growers other areas, WFA will pay a portion of the freight on apples from Washington, Oregon, and Western Idaho into Eastern and Central states.

Freight equalization payments are considered necessary as ceiling prices are based on average shipping costs. The Eastern and Central states are divided into two zones.

Shippers must file claims for payments with FDA's office, 210 Mayer Building, Portland, Oregon.

CIVILIAN RICE SUPPLY

In order to meet the increased demand for rice this year, the War Food Administration recently announced a method of controlled distribution. Under this system, the states whose people normally eat the most rice will get the largest amount. For instance, the average quantity of rice eaten by a person of the Southern states ranges up to 25 pounds a year, while the average for the whole United States is only 5 to 6 pounds per person.

A supply of about 20 million pockets is expected during the year 1943-44. Yes, the word is "pocket"... That's a trade term for a hundred pound bag of rice. However, almost half of this must be set aside for government requirements. In addition, about one-sixth of the total rice supply will be sent to other parts of the Western Hemisphere, mainly Cuba and Canada.

The amount of rice which civilians will have this year will be slightly higher than the average consumed between the years 1933-42. Although every effort is being made to fulfill all civilian requirements for rice, production has been increased to meet direct war needs, and it is important to keep civilian requirements near pre-war levels.

INTER-AGENCY COMMITTEE FORMED

A new inter-agency committee on food for workers has been formed for the purpose of providing necessary food to industrial workers. Roy F. Hendrickson, Director, Food Distribution Administration, is the chairman, and Dr. Robert S. Goodhard, Chief, Nutrition in Industry Division, Nutrition and Conservation Branch, Food Distribution Administration, is the secretary. Committee members include representatives of the War Food Administration, War Production Board, Office of Price Administration, and War Manpower Commission.

This committee will recommend and advise on overall policies affecting development of the industrial program. The feeding program will aid in supplying sufficient amounts of food to meet the psychological needs of industrial workers. On-the-job feeding is believed to be the most effective method of assuring adequate kinds and amounts of food for the workers.

FDO NO. 86 -
ROSIN

The purpose of this order is to lessen the quantities of fats and oils which will be required to achieve that 28 percent increase in our soap supply, which we told you about in Round-up of October 9. The War Food Administration has prescribed adjusted soap formulas which will account for about 9 percent of that increase by requiring a larger use of rosin and other non-fat materials. This order becomes effective on November 1, 1943.

You'll be interested to know that soap prices won't be changed, as long as the serviceability of the soap products is not reduced. This is due to an amendment by OPA of the price controls over soaps.

Warning: Note that this percentage is 9 percent of the original 28 percent increase predicted...not an additional 9 percent. The other 19 percent was provided in an amendment to FDO #42, effective October 14, authorizing additional fats and oils for soap making.